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**KESAN IMEJ DAN KUALITI PERKHIDMATAN TERHADAP
GELAGAT PELAJAR INSTITUSI PENGAJIAN TINGGI
SWASTA (IPTS) DI JAKARTA SERTA KEPUASAN PELAJAR
SEBAGAI MEDIATOR**



Oleh
ZAHARUDDIN
Universiti Utara Malaysia

**IJAZAH DOKTOR FALSAFAH
UNIVERSITI UTARA MALAYSIA**

November 2015

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ZAHARUDDIN

UUM
Universiti Utara Malaysia

**Tesis diserahkan kepada
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
bagi memenohi syarat Ijazah Doktor Falsafah**

KEBENARAN MERUJUK

Tesis ini dikemukakan sebagai memenuhi keperluan pengurniaan Ijazah Doktor Falsafah daripada Universiti Utara Malaysia (UUM). Saya dengan ini bersetuju membenarkan pihak Perpustakaan Universiti Utara Malaysia mempamerkannya sebagai bahan rujukan umum. Saya juga bersetuju bahawa sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada tesis ini untuk tujuan akademik perlulah mendapat kebenaran dari Penyalin Tesis atau Dekan Othman Yeop Abdullah Graduate School of Business terlebih dahulu. Sebarang bentuk salinan dan cetakan bagi tujuan komersial adalah dilarang sama sekali, tanpa kebenaran bertulis daripada penyelidik. Pernyataan dan rujukan kepada penyelidik dan Universiti Utara Malaysia perlulah dinyatakan jika rujukan terhadap tesis ini dilakukan.

Kebenaran untuk menyalin atau menggunakan tesis ini sama ada secara sebahagian atau sepenuhnya hendaklah dipohon melalui:

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ABSTRAK

Institusi pengajian tinggi swasta (IPTS) mempunyai peranan yang penting dan strategik sebagai agen pembangunan untuk mempersiapkan generasi masa depan berkualiti yang diperlukan oleh pasaran pekerjaan. Untuk meningkatkan daya saing, IPTS perlu sentiasa melakukan penambahbaikan yang berterusan, khususnya di dalam persekitaran yang semakin global dan terbuka. Dengan peningkatan jumlah IPTS setiap tahun, maka persaingan menjadi semakin sengit di dalam menarik minat calon pelajar yang mempunyai banyak pilihan untuk meneruskan pengajian mereka di peringkat pengajian tinggi. Di antara kriteria pemilihan pelajar dalam membuat keputusan untuk ke IPTS adalah tanggapan mereka terhadap imej institusi dan kualiti perkhidmatan yang dikaitkan dengan IPTS berkenaan. Imej institusi dan kualiti perkhidmatan yang diterima oleh pelajar seterusnya akan mempengaruhi tahap kepuasan mereka. Matlamat utama kajian ini adalah untuk mengkaji sejauhmana terdapatnya hubungan di antara pembolehubah bebas (imej institusi dan kualiti perkhidmatan) dengan pembolehubah perantara (kepuasan) dan pembolehubah bersandar (gelagat pelajar). Responden yang terlibat di dalam penyelidikan ini terdiri daripada pelajar-pelajar IPTS di Jakarta yang dipilih dengan menggunakan kaedah persampelan rawak berkelompok. Proses pengumpulan data menggunakan borang soal selidik, dan sebanyak 442 borang soalselidik telah dikembalikan oleh responden digunakan untuk tujuan analisis menggunakan perisian SPSS. Keputusan analisis faktor menunjukkan tiga dimensi imej, iaitu persekitaran, kepraktisan dan keutuhan manakala kualiti perkhidmatan juga mempunyai tiga dimensi iaitu rupabentuk fizikal, reliabiliti perkhidmatan, dan jaminan perkhidmatan. Kepuasan pelajar, sebagai pembolehubah perantara juga dibahagikan kepada tiga dimensi, iaitu kepuasan intrinsik, kepuasan ekstrinsik, dan kepuasan ekstrinsik sosial. Analisis faktor mengesahkan pembolehubah bersandar iaitu gelagat hanya mempunyai satu faktor atau dimensi. Hasil analisis regresi secara umumnya menunjukkan bahawa pembolehubah imej institusi dan kualiti mempunyai hubungan langsung dan hubungan tidak langsung dengan gelagat. Ini menunjukkan bahawa di samping terdapatnya hubungan langsung di antara imej dan kualiti dengan gelagat, terdapat juga hubungan yang dimediasikan oleh pembolehubah perantara (kepuasan).

Kata kunci: imej, kualiti perkhidmatan, kepuasan pelajar, gelagat

ABSTRACT

Private higher educational institutions (PHEIs) have an important strategic role as a catalyst in the development of quality future generations for the job markets. In order to improve their competitiveness, PHEIs need to continuously improve their services, especially in dealing with the environment that has become more globalized and open. With the increase in the number of PHEIs annually, the competition to attract potential students, who now have more choices, has become more challenging. Among the criteria used by potential students in making their choices of PHEIs are their perceptions on the image and service quality associated with a particular PHEI. The image and the service quality experienced by the students subsequently influence their levels of satisfaction. The main objective of this study is to examine the extent of relationship between the independent variables (image and service quality), with the mediating variable (satisfaction) and the dependent variable (behavioural implications). Respondents in this study were students from PHEIs in Jakarta, and were selected by using a cluster sampling technique. Survey questionnaires were used for the data collection process, and a total of 442 usable questionnaires were returned and subsequently used for data analysis with the SPSS software. Results of factor analyses indicate that the variable image has three dimensions: environment, practicality, and stability; service quality is also divided into three dimensions: physical appearance, service reliability, and service assurance. The mediating variable, satisfaction, is also made up of three dimensions: intrinsic, extrinsic, and social extrinsic. The results of the factor analysis also show that the variable behavioural is unidimensional in nature. Results of multiple regression analyses, in general show that the variables of image and service quality demonstrate direct and indirect relationships with students' behaviour, indicating that the presence of mediating effects of the mediator (satisfaction).

Keywords: image, service quality, satisfaction, behavior

PENGHARGAAN

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KANDUNGAN

	Muka surat
MUKA SURAT TAJUK	i
PERAKUAN KERJA TESIS	ii
KEBENARAN MERUJUK	iii
ABSTRAK	iv
ABSTRACT	v
PENGHARGAAN	vi
KANDUNGAN	vii
SENARAI JADUAL	x
SENARAI RAJAH	xii
SENARAI LAMPIRAN	xiii

BAB SATU: PENGENALAN

1.1	Pengenalan	1
1.2	Latarbelakang Kajian	3
1.3	Penyataan Masalah	7
1.4	Persoalan Kajian	11
1.5	Objektif Kajian	12
1.6	Kepentingan kajian	13
1.7	Skop dan batasan kajian	15
1.8	Ringkasan Bab dalam Tesis	16

BAB DUA: ULASAN KARYA

2.1	Pengenalan	18
2.2	Teori Tingkah Laku	21
2.2.1	Faktor Yang Mempengaruhi Tingkah Laku Pengguna	23
2.2.2	Model Tingkah Laku Pengguna	28
2.3	Teori Kepuasan Pelajar	34
2.3.1	Pengukuran Kepuasan Pelajar	44
2.4	Imej	46
2.4.1	Imej Organisasi	48
2.4.2	Imej Institusi Pengajian Tinggi	52
2.4.3	Pengukuran Imej Institusi	55
2.5	Kualiti Perkhidmatan	60
2.5.1	Konsep Kualiti Dalam Perkhidmatan	63
2.5.2	Teori Dalam Kualiti Perkhidmatan	65
2.5.3	Model Kualiti Perkhidmatan	68
2.5.4	Kepuasan Pelanggan	73
2.5.5	Faktor Yang Mempengaruhi Kepuasan Pelanggan	75
2.6	Kualiti Perkhidmatan	77
2.6.1	Teori Mengenai Kualiti Perkhidmatan	77
2.6.2	Kualiti Perkhidmatan Institusi Pengajian Tinggi	82
2.6.3	Pengukuran Kualiti Perkhidmatan Institusi Pengajian Tinggi	90
2.7	Kepuasan Sebagai Pembolehubah Perantara	96
2.8	Penyelidikan Terdahulu	99

2.9	Kerangka Teori Kajian	102
2.10	Hipotesis Penyelidikan	108

BAB TIGA: KAEDAH PENYELIDIKAN

3.1	Pengenalan	110
3.2	Reka bentuk kajian	110
3.3	Populasi dan sampel	111
3.4	Prosedur Pengumpulan Data	114
3.5	Instrumen Penyelidikan	116
3.5.1	Profil Demografi	118
3.5.2	Persekitaran	118
3.5.3	Keutuhan	119
3.5.4	Kepraktisan	120
3.5.5	Fizikal	120
3.5.6	Reliabiliti	121
3.5.7	Jaminan	122
3.5.8	Kepuasan Intrinsik	122
3.5.9	Kepuasan ekstrinsik	123
3.5.10	Kepuasan Ekstrinsik Sosial	124
3.5.11	Faktor Gelagat	125
3.6	Teknik Statistik	126
3.6.1	Analisis Faktor	126
3.6.2	Analisis Kebolehpercayaan	127
3.6.3	Analisis Korelasi	129
3.6.4	Statistik deskriptif	129
3.6.5	Pelbagai Analisis Regresi	129
3.6.5.1	Normality	129
3.6.5.2	Kelelurusan	130
3.6.5.3	Multikolinearan	130
3.6.5.4	Homoscedasticity	131
3.6.5.5	Autokorelasi	131
3.6.6	Hierarki Analisis Regresi	131
3.7	Ringkasan	132

BAB EMPAT: ANALISA DAN PEMBENTANGAN DATA

4.1	Pengenalan	134
4.2	Kadar Respons dan Profil Responden	134
4.2.2	Profil Responden	135
4.3	Kebagusan Pengukuran	137
4.3.1	Analisis Faktor	138
4.3.1.1	Analisis Faktor Ke Atas Imej	138
4.3.1.2	Analisis Factor Ke Atas Kualiti Perkhidmatan	141
4.3.1.3	Analisis Faktor Ke Atas Kepuasan	143
4.3.1.4	Analisis Faktor Ke Atas Implikasi	145
4.3.2	Analisis Reliabiliti	146
4.3.3	Analisis Korelasi	148
4.3.4	Analisis Regresi Berbilang	149

BAB LIMA: KESIMPULAN DAN CADANGAN

5.1	Pengenalan	172
5.2	Ringkasan Dapatan Kajian	172
5.3	Perbincangan	179
5.3.1	Kesan Kualiti Perhidmatan Dan Imej IPTS Ke Atas Kepuasan Pelajar	179
5.3.2	Kepuasan Pelajar Dan Gelagat Mempromosi IPTS	184
5.3.3	Peranan Kepuasan Sebagai Mediator	186
5.4	Implikasi Kajian	190
5.4.1	Implikasi Kepada Teori	190
5.4.2	Implikasi Kepada Praktis	191
5.5	Batasan Dan Cadangan Kajian Masa Hadapan	192
5.6	Kesimpulan	194

RUJUKAN	195
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SENARAI JADUAL

JADUAL		Muka Surat
Jadual 3.1	Senarai Institusi Pengajian Tinggi Swasta (IPTS), Jakarta, Indonesia	113
Jadual 3.2	Pengukuran Kajian	117
Jadual 3.3	Item Berkaitan Dengan Profil Demografi	118
Jadual 3.4	Item Berkaitan Dengan Persekitaran	119
Jadual 3.5	Item Berkaitan Dengan Keutuhan	119
Jadual 3.6	Item Berkaitan Dengan Kepraktisan	120
Jadual 3.7	Item Berkaitan Dengan Fizikal	121
Jadual 3.8	Item Berkaitan Dengan Reliabiliti	121
Jadual 3.9	Item Berkaitan Dengan Jaminan	122
Jadual 3.10	Item Berkaitan Dengan Kepuasan Intrinsik	123
Jadual 3.11	Item Berkaitan Dengan Kepuasan Ekstrinsik	124
Jadual 3.12	Item Berkaitan Dengan Kepuasan Ekstrinsik Sosial	125
Jadual 3.13	Item Berkaitan Dengan Faktor Gelagat	126
Jadual 4.1	Profil Responden	135
Jadual 4.2	Analisis Faktor – Variabel Imej	139
Jadual 4.3	Analisis Faktor – Kualiti Perkhidmatan	143
Jadual 4.4	Analisis Faktor Kepuasan	145
Jadual 4.5	Analisis Faktor Implikasi	146
Jadual 4.6	Reliabiliti Variabel-Variabel Kajian	147
Jadual 4.7	Korelasi Antara Variabel Kajian	148
Jadual 4.8	Analisis Regresi Berbilang: Hubungan Antara Imej Dan Kualiti Perkhidmatan Dengan Implikasi	151
Jadual 4.9	Analisis Regresi Berbilang: Hubungan Antara Imej Dan Kualiti Perkhidmatan Dengan Dimensi Kepuasan Intrinsik	152
Jadual 4.10	Analisis Regresi Berbilang: Hubungan Antara Imej Dan Kualiti Perkhidmatan Dengan Dimensi Kepuasan Ekstrinsik	153
Jadual 4.11	Analisis Regresi Berbilang: Hubungan Antara Imej Dan Kualiti Perkhidmatan Dengan Dimensi Kepuasan Ekstrinsik Sosial	154
Jadual 4.12	Analisis Regresi Berbilang: Hubungan Antara Dimensi-Dimensi Kepuasan Dengan Implikasi	155
Jadual 4.13	Ujian Mediasi: Kepuasan Intrinsik Terhadap Hubungan Antara Imej Persekitaran Dengan Implikasi	158
Jadual 4.14	Ujian Mediasi: Kepuasan Intrinsik Terhadap Hubungan Antara Imej Keutuhan Dengan Implikasi	160
Jadual 4.15	Ujian Mediasi: Kepuasan Intrinsik Terhadap Hubungan Antara Kualiti Fizikal Dengan Implikasi	161
Jadual 4.16	Ujian Mediasi: Kepuasan Intrinsik Terhadap Hubungan Antara Kualiti Jaminan Dengan Implikasi	162
Jadual 4.17	Ujian Mediasi: Kepuasan Ekstrinsik Terhadap Hubungan Antara Imej Persekitaran Dengan Implikasi	163

Jadual 4.18	Ujian Mediasi: Kepuasan Ekstrinsik Terhadap Hubungan Antara Kualiti Fizikal Dengan Implikasi	164
Jadual 4.19	Ujian Mediasi: Kepuasan Ekstrinsik Terhadap Hubungan Antara Kualiti Reliabiliti Dengan Implikasi	165
Jadual 4.20	Ujian Mediasi: Kepuasan Ekstrinsik Terhadap Hubungan Antara Kualiti Jaminan Dengan Implikasi	166
Jadual 4.21	Ujian Mediasi: Kepuasan Ekstrinsik Sosial Terhadap Hubungan Antara Imej Persekitaran Dengan Implikasi	168
Jadual 4.22	Ujian Mediasi: Kepuasan Ekstrinsik Sosial Terhadap Hubungan Antara Imej Kepraktisan Dengan Implikasi	169
Jadual 4.23	Ujian Mediasi: Kepuasan Ekstrinsik Sosial Terhadap Hubungan Antara Kualiti Fizikal Dengan Implikasi	170
Jadual 4.24	Ujian Mediasi: Kepuasan Ekstrinsik Sosial Terhadap Hubungan Antara Kualiti Jaminan Dengan Implikasi	171



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Senarai Rajah

RAJAH		Muka Surat
Rajah 2.1	Model Tingkah Laku Pengguna Menurut Assael(1992)	29
Rajah 2.2	Model Tingkah Laku Pengguna Menurut Kotler(1997).	30
Rajah 2.3	Konsep Kepuasan Pelajar	35
Rajah 2.4	Konsep Pemasaran Dan Kepuasan Pengguna	40
Rajah 2.5	Rangka Konseptual	102
Rajah 4.1	Hubungan Antara Imej Dan Kualiti Perkhidmatan Dengan Implikasi	150
Rajah 4.2	Model Mediasi	156



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SENARAI LAMPIRAN

LAMPIRAN

Lampiran A Borang Soal Selidik

Muka Surat

234



BAB SATU

Pengenalan

1.1 Pengenalan

Kajian mengenai kepuasan pelanggan dan kepuasan individu maupun masyarakat telah banyak dijalankan dan dijalankan secara meluas. Sebagai contoh, kajian oleh Luo and Bhattacharya (2013), Homaid, Minai dan Abd Rahman (2015) dan Parlimentary and Health Service Ombudsman (2012). Kajian mengenai kepuasan dan gelagat pelajar juga boleh didapati dengan mudah dan agak menyeluruh. Sebagai contoh, penyelidikan yang dijalankan pada tahun 2014 seperti Jarrar dan Abd Rahman (2014) dan Sinclair (2014). Dengan adanya pelbagai kajian mengenai kepuasan individu, seseorang tertanya-tanya kenapa perlu lagi kajian sedemikian dan apakah sumbangan yang boleh diperolehi sekiranya ianya dilakukan lagi.

Dalam dunia akademik, dapatan-dapatan yang diperolehi membentuk model dan teori yang digunapakai oleh manusia (Lucky & Minai, 2011). Dapatan-dapatan baru dalam persekitaran yang berbeza dapat menyokong model dan teori sedia ada dan pada keadaan tertentu ianya dapat mencabar teori dan model sedia ada. Kebanyakan kajian yang dijalankan tentang kepuasan pelajar dijalankan di universiti awam dan agak kurang kajian tentang kepuasan pelajar dijalankan pada pelajar di univeriti swasta terutamanya di negara membangun (Illias, Abu Hassan & Abd Rahman Yaso (2008). Illias et al. (2008) menyatakan ianya disebabkan oleh kurangnya universiti swasta di negara-negara membangun

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